

SUBJ: Moving Beyond Coverage in Telecom's Next Chapter

SUBJ: Moving Beyond Coverage: The Key to True 5G

Hi NAME,

Nationwide coverage might be the most advertised element of telecommunications, but that doesn't make it the most critical challenge facing data providers today.

Instead, it's capacity: the ability to have multiple data-transmitting beams in a covered area to meet the demand of a smartphone equipped population with new apps that chew through data. One antenna beam isn't going to cut it unless you make a gargantuan dish antenna – which is not feasible for most practical applications outside of the military, such as for stadiums, outdoor events or even everyday use in big cities.

You could create an array antenna, but building a complex network of connected dish or flat antennas gets expensive, and you run into the challenge of all the radio signals interfering with each other unless you can afford to operate at lots of different frequencies simultaneously. The solution is instead in a lens antenna. A theory put to paper in the 1940's that has now been finally realized for stadium, macro and event application thanks to new material research from [MatSing](#).

One lens antenna can create up to 48 distinct, precise beams that provide better broadband capacity than an array antenna or traditional antenna and cut down on radio frequency interference. I'd like to connect you with MatSing to go inside their lens antenna solution that helped AT&T provide Wi-Fi Service at Coachella, and has powered the presidential inauguration and the arenas of the Tampa Bay Lightning and Las Vegas Raiders. Let me know, and I can get you in touch with the founders of the company.

Best,  
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